

Open Report on behalf of Jenny Gammon, Assistant Director, Economy and Culture

Report to:	Executive Councillor for Economic Development
Date:	01 November 2011
Subject:	Bid to Arts Council England to Secure Renaissance Funding for Museums
Decision Reference:	01959
Key decision?	Yes

Summary:

Lincolnshire County Council's Heritage Service has been in receipt of Renaissance Funding since 2003. On 13 September 2011 Arts Council England set out its proposals for Renaissance Funding for 2012-2015 and there is an opportunity for the service to secure up to £2.7m of funding during this period if a bid is submitted by 2 November 2011.

This Report seeks the Executive Councillor's approval to submit a bid.

Recommendation(s):

It is recommended that the Executive Councillor approves Option A: submission of a bid to Arts Council England for Renaissance Funding.

Alternatives Considered:

- Option A - Submit a bid to Arts Council England for Renaissance Funding

Advantages:

Increased investment in Lincolnshire's Heritage.
Increased profile of Lincolnshire's collections and sites regionally and nationally
Increased sustainability through development
Increased audiences, including visitors to Lincolnshire
Positive contribution to employment and skills

Disadvantages:

Administration and reporting requirements associated with government funding

2. Option B - Do Nothing

Advantages:

No administration or reporting requirements associated with government funding

Disadvantages:

Investment in Lincolnshire's Heritage will remain the same
The profile and sustainability of Lincolnshire's collections and sites will remain the same; as will audiences including visitors to Lincolnshire
Employment and skills will be developed within existing resources

Reasons for Recommendation:

This is a time-limited opportunity to secure increased investment into Lincolnshire's heritage from a funder who has only recently taken over responsibility for Libraries and Museums.

1. Background

- 1.1 From 2002 to 2011 Lincolnshire's Heritage Service worked in a partnership called Renaissance East Midlands with other major services in the East Midlands to access over £15m from the £300m invested in the Museums Libraries and Archives Council's Renaissance Programme during this period.
- 1.2 As part of the new coalition government's reduction of the number of quangos the Museums, Libraries and Archives Council (MLA) was abolished and on 1 October 2011 its museum and library functions, including the Renaissance Programme passed to the Arts Council England (ACE).
- 1.3 On 13 September 2011 ACE launched its *Renaissance Major Grants Programme* which aims to support 10 to 12 major museums or consortia of museum services in England that can demonstrate excellence against at least two of its five goals within its new five year strategic direction for museums and libraries *Culture, Knowledge and Understanding: Great Museums and Libraries for Everyone*.
- 1.4 These goals are:
 - Goal 1: Excellence is thriving and celebrated in museums and libraries
 - Goal 2: More people experience and are inspired by museums and libraries
 - Goal 3: Museums and libraries are sustainable, resilient and innovative

Goal 4: The leadership and workforce in museums and libraries are diverse and highly skilled

Goal 5: Every child and young person has the opportunity to experience the richness of museums and libraries

2. Lincolnshire's Bid

2.1 The bid will focus on our Designated Collection (Diocese of Lincoln Bishops' Rolls and Registers and three Accredited Museums); The Collection, Museum of Lincolnshire Life and Gainsborough Old Hall which together received over 170,000 visitors last year; and support to for other parts of Lincolnshire including areas formerly served by the museums in Grantham, Stamford and Skegness.

2.2 The bid will address each of ACE's five goals in the following ways:

2.3 Goal 1: Excellence is thriving and celebrated in museums and libraries

2.3.1 Research into and enhancement of the interpretation of our collections at Lincoln Castle as part of the Lincoln Castle Revealed project. This scheme includes the redisplay of one of only four surviving original copies of Magna Carta in time for its 800th anniversary in 2015 and one of only two surviving copies of 1217 Charter of the Forest. The research will focus on Lincolnshire's archaeological and archival collections including the Bishop's Rolls and Registers with the end results featuring in the Archive Explorer element of the project. This will enable audiences to access a vast array of information, images and other media, using cutting edge on-site technology, helping them to engage with and better understand the significance of Magna Carta, The Charter of the Forest and wider history of Lincoln Castle, including the prison.

2.4 Goal 2: More people experience and are inspired by museums and libraries

2.4.1 Building on Lincolnshire's Renaissance funded 2011-12 *Access to Hidden Heritage* project, a freelance worker would be engaged to work with the service's Collections Access Team to design a Heritage Offer that expands on the three initial strands to reach new audiences:

2.4.2 The development and implementation of a number of modular 'pop-up' exhibitions that would be rotated around selected libraries; the Stamford Heritage Hub project; the emerging third sector museum developments at Church Farm Museum (which is now becoming The Village); Grantham Museum; other sites within the Lincolnshire Heritage Forum; community venues such as village halls and schools.

2.4.3 The creation of temporary, interchangeable exhibition displays in libraries and areas of the county where this is little or no heritage provision, using the format of the 'Hallaton Treasure' Exhibition, currently on display at The Collection: Art and Archaeology in Lincolnshire.

- 2.4.4 The development and delivery of a number of topic sessions and events to enhance the temporary exhibitions programme and exhibition displays set out in 2.4.2 and 2.4.3 using existing resources such as “Artefacts Out” loans boxes.
- 2.5 Goal 3: Museums and libraries are sustainable, resilient and innovative
- 2.5.1 Building on the success of the current Renaissance-funded work at The Collection and Gainsborough Old Hall, a further site would be made more sustainable and resilient for the future. Changes made to date have included improvements to shop and café areas, reductions in CO2 emissions and new electronic hand held device (PDA). The site proposed is the Museum of Lincolnshire Life.
- 2.5.2 The aim of the new interpretation scheme will be to provide a gateway to Lincolnshire’s Heritage, with the overarching interpretation theme of:
The intimate relationship between a rural landscape and its people
- 2.5.3 This will be based on Lincolnshire’s rich and important collections including the Episcopal collections, the costume and agricultural collections using a mixture of living history, active learning, themed activity play, multi-sensory approaches and PDA/web application access.
- 2.5.4 The possibility of providing more regular access to the museum’s on-site large object stores, which are currently rarely open to the public, would also be explored.
- 2.5.5 Energy efficiency is the third and final strand of the re-development scheme, with the aim of reducing the carbon footprint of the site and increasing its sustainability and resilience over the long term.
- 2.6 Goal 4: The leadership and workforce in museums and libraries are diverse and highly skilled.
- 2.6.1 Lincolnshire’s Heritage Service has led the East Midlands on Workforce Development since 2003, trained hundreds of museum staff and volunteers and enabled many to achieve nationally recognised vocational qualifications through the Achieve NVQ centre.
- 2.6.2 Renaissance Funding would be used to offer a new bursary scheme, with eight 18-month Level 3 Advanced Apprenticeships or work placement opportunities, and nine 12-month Level 2 Intermediate Apprenticeships:
- Creative Apprenticeships - specifically designed to meet the needs of the Creative and Cultural sectors, apprenticeships will be offered to those currently underrepresented within the workforce.
 - Adult Apprenticeships – aimed at those aged 19+, and who do not possess a Level 4 qualification. Learners will also be expected to work

towards Functional Skills Level 2 in English, Maths and ICT.

- Heritage Skills Work Placements – aimed at residents of Lincolnshire and those currently under-represented in the workforce.

2.6.3 Support would also be offered to some training courses to meet identified needs within the museum sector:

- “Care of Collections’ courses specifically aimed at volunteer managed museums to be delivered in partnership with the East Midlands Museums Service (EMMS)
- Social Media courses from introduction to advanced levels, building on previous work associated with the successful Renaissance funded Museum Buddy (MuBu) programme
- A new Volunteer Support and Vocational Qualifications programme which will deliver of a range of courses including:
 - An introduction to volunteer management, leading to a nationally recognised qualification in volunteer management
 - Good practice in volunteer management
 - Setting up on community heritage projects
 - Funding and how to get it
 - Emergency First Aid in the workplace
 - Welcome Host
 - Museum Accreditation

2.7 Goal 5: Every child and young person has the opportunity to experience the richness of museums and libraries.

2.7.1 Building on the successful Renaissance and Arts Council funded, Cultural Olympiad work of 2011 a legacy for 2012 will be developed and delivered working in partnership with the Schools Improvement Service for Lincolnshire (CfBT) who have developed *Live and Learn like a Champion*. This is an inspirational, student-centred project, based on the seven Olympic and Paralympic Values (*Friendship, Respect, Excellence, Equality, Courage, Determination, Inspiration*). The new Renaissance Funded project will offer a variety of museum based experiences developed in partnership with young people.

2.7.2 In addition to enriching the experiences of young people visiting museums, virtual experiences will be developed and offered through *Lincstothepast.com* and the development of a PDA interpretation at The Collection. This device will provide added value to visitor’s experiences of both the museum and art gallery through a variety of different interpretative approaches that are easily updateable, including for example:

- The use of music, poetry or Haiku to accompany some temporary and permanent art exhibitions in the Usher Gallery

- A virtual tour guide taking visitors around the permanent museum galleries and helping to contextualise and add human interest to the archaeological collections on display
- Appropriate use of links to the Lincs to the Past website in order to provide access to the extensive collections in storage that add depth and further interest to the current displays.

2.8 The value of Lincolnshire's bid will be £2.7m, or £900k per annum over three years and is based on 30% of the County Council's current revenue expenditure on museums (including central establishment costs) which is the maximum allowed under ACE's guidelines. The expenditure profile is as follows:

	2012-13	2013-14	2014-15	Total
Goal 1	£45,000	£55,000	£150,000	£250,000
Goal 2	£90,000	£100,000	£110,000	£300,000
Goal 3	£435,000	£465,000	£420,000	£1,320,000
Goal 4	£170,000	£230,000	£150,000	£550,000
Goal 5	£160,000	£50,000	£70,000	£280,000
Total	£900,000	£900,000	£900,000	£2,700,000

3. Conclusion

- 3.1 If successful the bid will enable the service to continue to transform itself and build on its Renaissance achievements over the past seven years.
- 3.2 If unsuccessful it is likely that the County Council's Heritage Service will receive some Renaissance funding in 2012-13 via ACE's Renaissance Strategic Support Fund, the criteria for which are still to be announced, but this is likely to be significantly less than the £629k received during 2011-12.

3. Legal Comments:

The Executive Councillor has the remit to approve the submission of a bid to the Arts Council England for Renaissance Funding provided he has the delegated authority of the Leader.

4. Resource Comments:

Approval of this report will enable Lincolnshire County Council to bid for £2.7m of Arts Council England Renaissance funding (£0.9m p.a. 2012/13 to 2014/15). This funding is in addition to Lincolnshire's annual revenue budget spent on museums of approximately £3.0m. If successful, the additional funding will enable the Museum Service to continue to transform and build on the achievements of previous years.

5. Consultation

a) Has Local Member Been Consulted?

n/a

b) Has Executive Councillor Been Consulted?

Yes

c) Scrutiny Comments

n/a

d) Policy Proofing Actions Required

n/a

6. Background Papers

The following background papers as defined in the Local Government Act 1972 were relied upon in the writing of this report.

Document title	Where the document can be viewed
Arts Council England - Achieving Great Art for Everyone: A Strategic Framework for the Arts (2010)	www.artscouncil.org.uk
Arts Council England - Culture, Knowledge and Understanding: Great Museums and Libraries for Everyone (2011)	www.artscouncil.org.uk
Arts Council England - Renaissance Major Grants Programme: Guidance for Applicants (2011)	www.artscouncil.org.uk
Caitlin Griffiths Building Connections: A museum workforce for the future: One day conference to shape the future of workforce development in the museum sector 4.7.2011 Report of Conference Findings (Renaissance	Beech House, Waterside South, Lincoln, LN5 7JH

Lincolnshire 2011)	
Heather Lomas, Development of an options appraisal for outline Business Case for Renaissance East Midlands Workforce Development (2011)	Beech House, Waterside South, Lincoln, LN5 7JH

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